

**M-G-M Reports Profit of \$10.16 per Share Which is About Five Times the Profit for Same Period Last Year**

# Canadian Moving Picture DIGEST

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**RAY LEWIS**  
Editor and Managing Director

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## LEAGUE FOR DEFENCE



**S**OME TIME ago The Digest suggested that the Industry of Motion Pictures form a League for the Defence of Motion Pictures.

It is a much saner idea than the League of Decency as instituted by the anti-film agitators.

Motion Pictures has learned a lesson which it should not easily forget. It has discovered what can happen to it in the name of Religion, the most powerful weapon of propaganda in the world.

It should have learned that it is in need of a new system of public relationship, more in tune with changing conditions.

Even nations have changed their Diplomatic relationships to serve present needs, since the "old school" is now a relic of the past.

We are going to repeat that there are too few women in responsible positions in Motion Pictures to-day, a business which depends so largely upon the understanding, co-operation and patronage of women.

This idea of ours will not be popular, as no man in the Industry will be willing to give up a place which he thinks he can fill, to a woman, even if the introduction of women in executive positions means that this Industry will travel along lines of development more in attune with present public relationships.

Men still labor under a delusion that all women can be handled and flattered into co-operation by men; and that women who have contact jobs will not be able to accomplish the desired results because women will not co-operate, or trust women.

The President of the United States evidently does not have such hallucinations, as witness Frances Perkins' job, and Ruth Bryan Owen, etc., etc.

A League of Decency is a Motion Picture Menace, even if it does not do as it did in Halifax, Canada, in which city the Roman Catholic

Archbishop has formed a childrens' league, whereby 1,000 children have pledged to keep away from movies.

1,000 children at 10 cents weekly is \$100.00 weekly. Carry this idea on and you will reach an astonishing figure, and "dead matinees".

A League for the Defence of Motion Pictures is Motion Picture Life Insurance. If children remain away from Motion Pictures, Motion Pictures will die out with the older generation.

This is a simple deduction which needs no brilliance of brain power to conclude! We never miss that for which we have no "appetite," and appetites are generally habits, and "habits" are cultivated tastes!

## "BRITISH AGENT"

**T**HE Warner Bros.' adaptation of this world-famous novel by H. Bruce Lockhart, "Memoirs of a British Agent," is an astonishingly good one, which means that the frankness, the compelling interest of these Memoirs have been retained.

Leslie Howard is ideally cast as the British agent, with Kay Frances as the Russian patriot who loves Russia better than her British lover, for whom she also has a tremendous passion.

The direction by Michael Curtiz is superb. Not for one moment are we made aware of the fact that this is a motion picture, until the inevitable happy ending brings us to such a realization.

The interest is focused on that dramatic episode in the War History of 1914-18, when the Allies sought through every possible means to prevent Russia from making a separate peace and from developing its revolutionistic tendencies.





# RAW



RAY LEWIS

# PRESENTS

**T**HAT old saying "You can fool some of the people some of the time, all of the people some of the time, but not all the people all the time" was not thought of by a fool.

That is why the Showmanship ability of Leo the Lion, strictly adhered to a policy of stars and Quality Pictures. All good pictures, all big stars. Its objective was to please all of the people all of the time. It knew that neither Stock Exchange Manipulation, nor national advertising, nor a policy of selling by coercion, or a policy of force could keep it the leading producer-distributor in the Industry of Motion Pictures.

*Metro - Goldwyn - Mayer profits are \$1,566,072 for twelve weeks, which equals \$10.16 per share on preferred stock.*

*This reveals a noticeable increase for the three months ending June 7th, 1934, as compared with the same period of 1933.*

**U**NIVERSAL'S big August release is, "One More River", a James Whale production, the author of which story is John Galsworthy. R. C. Sheriff adapted the story for screen purposes. It has an almost entire English cast supporting Diana Wynyard. Such names as Colin Clive, Frank Lawton, Jane Wyatt, Mrs. Patrick Campbell, Lionel Atwill, Reginald Denny, Kathleen Howard, Henry Stephenson are among the players.

*Some time ago we reviewed "Blue Danube Nights" in which Jessie Matthews, Fay Compton, Edmund Gwenn and Esmond Knight present respective characterizations. This picture carries as its theme song, the Blue Danube Waltz, the Blue Danube which is today making history, for Germany and Austria, and which Austria is trying to keep blue, but Hitler is trying to make red with the blood of Austrians.*

*"Blue Danube Nights" is a most delightful picture, released by Regal and one which should prove especially timely now for presentation.*

**S**OME time ago a Radio City news story stated that RKO's Hepburn picture, "Little Women," ran three weeks and took in half of a million dollars. "Little Women" is one of the pictures which is reform-proof. Now we learn that 150 per cent. more Universal pictures will be booked at this theatre than last year. At least ten Universal productions will be presented during the current season. James Grainger, F. J. A. McCarthy made the deal for Universal with W. G. Van Schmus acting for the Music Hall.

*I noticed that the "Motion Picture Herald" carries an article by J. A. Cowan, who has, I believe, a British Film Guild here in Toronto for sending out British Film publicity, alleged*

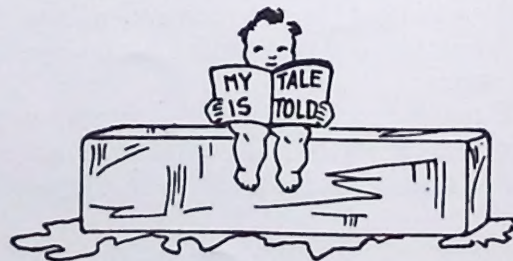
*to be paid for by those distributors who are interested in stimulating a British film market in Canada. Don't know whether "J.A." has collected anything for his British Film Guild, or whether the work has been a case of Love's Labour . . . However, I note that the report as published under Mr. Cowan's name is headed "Outstanding British Film Outdo Hollywood's in Canadian Net."*

**T**HE article goes on to relate that the program British film is no go in Canada, except on double bills to get by, but, states the article, "it is also true that an outstanding British entry which has checked satisfactorily on its major first-runs, may turn in grosses well above those registered by Hollywood pictures."

I am certain that this will be delightful and valuable news for Mr. Jeffery Bernerd, who is in America now to see that Gaumont-British get better returns for the distribution of their pictures.

The other British companies, who are releasing in Canada, and who have also complained about returns on their pictures, will also be happy about the information which Mr. Cowan has obtained for them. London Films, producers of the British pictures such as the two mentioned, "Private Life of Henry VIII," and "Catherine the Great," released by Regal Films, and which are reported as having returned high grosses, may inspire the director, Alexander Korda, to ask for percentage and guarantee on his future big pictures. A representative of Korda visited Canada not so long ago, and his chief complaint was the poor returns on British pictures. Surely British producers are satisfied with returns such as Mr. Cowan reports in the "Herald". "Receipts outdoing Hollywood"?

*Every exhibitor knows that "the play's the thing," and that a poor picture made in Hollywood or in England will give any box-office "flopitis". Well-known American stars, at times, manage to save a poor American picture from "flopitis," an advantage which a British production of ordinary quality cannot have, through the fact that the British stars are not yet in receipt of American fan mail in the U. S. or in Canada.*



**"Iron Duke" Gaumont-British Arliss Picture in Production, Directed by Victor Saville**